

Behavioral Health is Essential To Health



Prevention Works



Treatment is Effective



People Recover

Disclaimer

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Staying Active: Sustaining Confidence, Part II

Lenora Reid-Rose
Coordinated Care Services, Inc.



Today's Take Away

- Engaging clients
- Knowing your consumer and sustaining cultural activation:
 - Consumer
 - Caregiver's cultural awareness
 - Data to identify and sustain improvement
- Access the video supplement, [Patient/Client Education](#)

Client Experience

- What's the primary aim of your business?
 - Is it delivering value?
 - Is it fulfilling the demands of a grant?
 - Is it satisfying to your clients?

While all are important, the critical success factor will be to put clients as cultural beings first and to put their experiences front and center – both they and the organization benefits.



KNOWING YOUR CONSUMER: SUSTAINING CHANGE

Sustaining Change

“...a cultural transition can only be achieved systematically, even under less than favorable conditions, not simply through charisma of the person leading the change but through the use of mechanisms that alter the social interactions of people in the organization” – Ram Charan

Tips for Sustaining Cultural Activation

What do you think caused the problem?

Consumer/Patient's Perspective:

- Caregivers have a responsibility of eliciting cultural identity information from consumers
- Access the video supplement, *[Patient/Client Education](https://youtu.be/WxGZ1zdnCGs)* available online at <https://youtu.be/WxGZ1zdnCGs>
- Arthur Kleinman's explanatory is one of the foundational support for CAPs

Tips for Sustaining Cultural Activation

Kleinman's Explanatory Model of Illness

- Why do you think it happened when it did?
- What do you think your sickness does to you?
How does it work?
- How severe is your sickness? Will it have a short course?

Tips for Sustaining Cultural Activation

Kleinman's Explanatory Model of Illness

- What kind of treatment do you think that you should receive?
- What are the most important results that you hope to receive from this treatment?
- What are the chief problems that your sickness has caused for you?
- What do you fear most about your sickness?

Tips for Sustaining Cultural Activation

Strengths and Supports to Explore (Not Exhaustive)

- Pride and participation in one's culture
- Social skills, traditions, knowledge, and practical skills specific to the client's culture
- Bilingual or multilingual skills
- Traditional, religious, or spiritual practices, beliefs, and faith
- Generational wisdom

Some Tips for Sustaining Cultural Activation (Continued)

Strengths and Supports to Explore (continued)

- Extended families and nonblood kinships
- Ability to maintain cultural heritage and practices
- Perseverance in coping with racism and oppression
- Culturally specific ways of coping
- Community involvement and support

Tips for Sustaining Cultural Activation

ASKING ABOUT CULTURE AND ACCULTURATION

The questions listed here are only examples:

- Where were you born?
- Whom do you consider family?
- What was the first language you learned?
- Which other language(s) do you speak?
- What language or languages are spoken in your home?
- What is your religion? How observant are you in practicing that religion?

Tips for Sustaining Cultural Activation



ASKING ABOUT CULTURE AND ACCULTURATION, Continued

- What activities do you enjoy when you are not working?
- How do you identify yourself culturally?
- What aspects of being _____ are most important to you?
(Use the same term for the identified culture as the client.)
- How would you describe your home and neighborhood?
- Whom do you usually turn to for help when facing a problem?
- What are your goals for this interview?

Tips for Sustaining Cultural Activation

Assessing our cultural awareness:

Know ourselves, recognize those whom we view as different from us.

- Reflect on our own background and life experience
- Think about our history, our biases, or prejudices as well as our assumptions about others
- How often do we find ourselves assuming that other people
 - Think the same way we do
 - See the world in the same way
 - Share the same values

Tips for Sustaining Cultural Activation

**Let's remind ourselves that what we might consider
“normal” may be anything but normal for someone
else.**



Tips for Sustaining Cultural Activation

Self-Reflection Questions:

To help explore our own identity, we can ask ourselves the following:

- Where am I from (nationality, region, and heritage)?
- What are my beliefs, values, religious and political orientations?
- What is my biological sex and gender identity?
- What is my age group?

Some Tips for Sustaining Cultural Activation (Continued)

Self-Reflection Questions:

To help explore our own identity, we can ask ourselves the following:

- What is my social class?
- What life events have greatly affected me?
- What stereotypes do I hold?
- Other thoughts?

Tips for Sustaining Cultural Activation

Helpful Exercises Regarding Awareness of Our Own Culture:

- Identify your own cultural and family beliefs and values.
- Define your own personal culture/ identity.
- Are you aware of your personal biases and assumptions about people with different values than yours?
- Challenge yourself in identifying your own values as the “norm.”
- Describe a time when you became aware of being different from other people.



Tips for Sustaining Cultural Activation

An Exercise Regarding Awareness of Our Own Culture:


1. Identify your own cultural and family beliefs and values.
2. Define your own personal culture/identity.
3. Are you aware of your personal biases and assumptions about people with different values than yours?
4. Share some of your own values that you consider the “norm.”
5. Share a time when you became aware of being different from other people.



Tips for Sustaining Cultural Activation

Practice Cultural Humility:

One construct for understanding and engaging with individuals who are different than we are.



The humble man
makes room for progress,
The proud man
believes he is already
there.

“Ability to maintain an interpersonal stance that is other-oriented (or open to the other) in relation to aspects of cultural identity that are most important to the person.”

Tips for Sustaining Cultural Activation

Using data to identify and sustain improvements:

- Ensure that the demographic and social determinants data elements are in the Management Information System(MIS)
- Ensure that cultural identity data elements are included in the MIS
- Ensure that a cultural assessment is administered for all consumers



Tips for Sustaining Cultural Activation

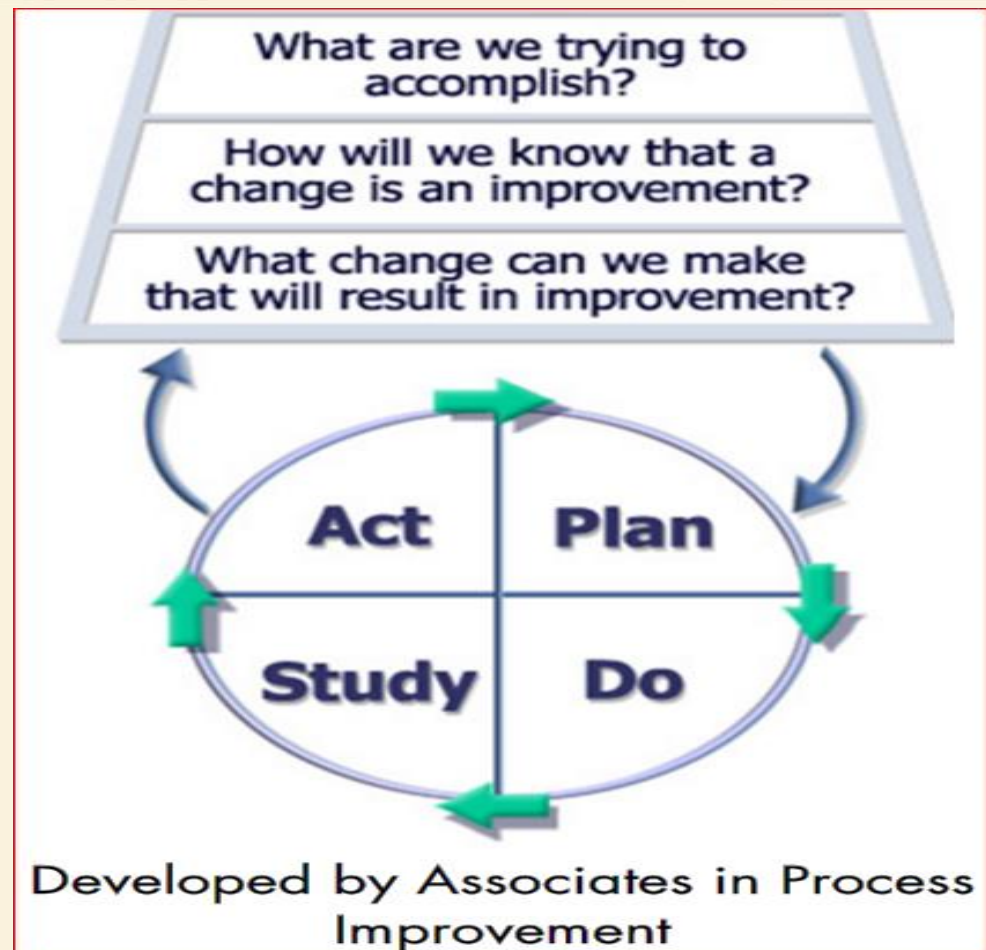
Using data to identify and sustain improvements:

- Analyze data
- Use a cultural lens to interpret information gleaned
- Acknowledge the truth of the data (do not ignore things that appear to be unpleasant)
- Fundamental Questions:
 - What are we trying to accomplish?
 - How will we know that a change is an improvement?
 - What changes can we make that will result in improvement?



The Model for Improvement

***What changes
can be made
that will result in
improvement?***



Plan-Do-Study-Act (PDSA) model

***What changes
can be made
that will result in
improvement?***

- **Plan**

Objectives; questions and predictions; plan to carry out the cycle

- **Do**

Carry out the plan; document problems, unexpected findings

- **Study**

Complete analysis; compare to prediction; summarize findings

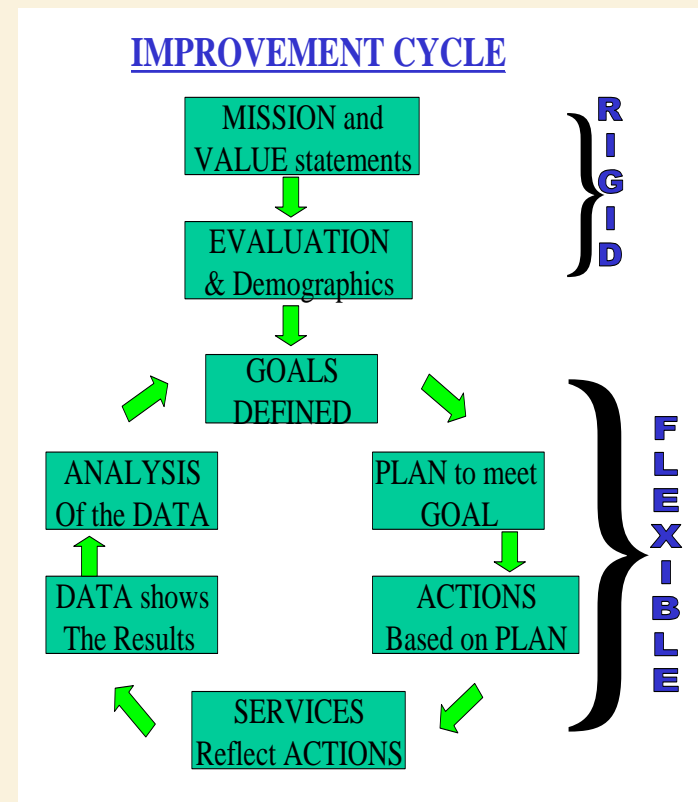
- **Act**

What changes are to be made; next cycle

Path of Continuous Improvement

CONTINUOUS IMPROVEMENT

- **Results** are the reflections of the effort.
- **Effort** is the reflection of the foundation laid.
- **Foundation** is a reflection of the Commitment.



Use Data to Drive Better Outcomes



The **presence of data** on race, ethnicity, and language does not, in and of itself, guarantee subsequent actions in terms of analysis of quality-of-care data to identify disparities or actions to reduce or eliminate disparities that are found.

The **absence of data**, however, essentially guarantees that none of those actions will occur.

Complexities



**“America is the
melting pot
where nothing
melted.”**

– Tony Kushner, *Angels in America*

Complexities



America can be described as an ethnocultural salad, in which all the ethnic and cultural ingredients of various groups are tossed together while still retaining their unique flavors and taste.

Summary

I AM WHO I
AM, AND
THAT'S ALL I
CAN BE



I AM WHO I AM,
ACCEPT ME,
REJECT ME,
BUT
I'M STILL ME

Next Week in Cultural Activation

Cultural Activation Prompts: Making the Connection

- Gaining an understanding of culture and your cultural identity
 - The impact and intersection of your personal beliefs, attitudes and values into your delivery of services.
- The value and use of Cultural Activation Prompts (CAPs)
 - Example responses

Thank You!

SAMHSA Contacts

Carlton Speight, Public Health Advisor
carlton.speight@samhsa.hhs.gov

SAMHSA's Program to Achieve Wellness

For More Information or to Request TA, Contact Us:

Phone: 800-850-2523 | Email: paw@prainc.com

References

Charan, R. (2006). Home Depot's blueprint for culture change. *Harvard Business Review*, April, 2006, 1-11.